



USAID
FROM THE AMERICAN PEOPLE

GREENCOM PROJECT REPORT 3RD QUARTER 2005

NOVEMBER 2005

This publication was produced for review by the United States Agency for International Development. It was prepared by the Academy for Educational Development.

GREENCOM PROJECT REPORT 3RD QUARTER 2005

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.



Contract Information

GreenCOM (USAID Contract No. LAG-I-00-01-00005-00 / AED Reference No. 2905-01) is funded and managed by the USAID Economic Growth, Agriculture, and Trade Bureau: Natural Resources Management Office. Technical services for GreenCOM are provided by the Academy for Educational Development in partnership with subcontractor Chemonics International.

Reporting Period

July 1, 2005, to September 30, 2005

Submitted By

Richard P. Bossi, GreenCOM Project Director

Submitted To

Roberta Hilbruner, Development Communication Specialist
USAID EGAT/ENV/ENR

For More Information

GreenCOM
Academy for Educational Development
1825 Connecticut Avenue, NW
Washington, DC 20009 USA
Tel: (202) 884-8000 / Fax: (202) 884-8997
E-mail: greencom@aed.org / Web site: <http://www.greencom.org>

GreenCOM is a single-award IQC contract with task orders. USAID missions seeking information about establishing a GreenCOM project should contact:

Roberta Hilbruner, Development Communication Specialist
USAID EGAT/ENV/ENR 3.8.135
1300 Pennsylvania Avenue, NW
Washington, DC 20523-3800 USA
Tel: (202) 712-5688 / Fax: (202) 216-3174
E-mail: rhilbruner@usaid.gov

CONTENTS

TASK ORDER #1: ACTIVITIES AND RESULTS	1
Technical Outreach & Global Leadership	1
Administration	2
FIELD TASK ORDER ACTIVITIES	2
Agricultural Partnerships for Productivity & Prosperity (AP3)	2
Panama.....	3
Tanzania.....	4
APPENDIX.....	6

TASK ORDER #1: ACTIVITIES AND RESULTS

Technical Outreach & Global Leadership

SCALE Training Workshop

From July 27 to 29, senior communication specialist Bette Booth facilitated the second of three SCALE training workshops for the Panama Canal Integrated Watershed Management Program. SCALE stands for System-wide Collaborative Action for Livelihoods and the Environment, a participatory management process and set of practical tools developed under GreenCOM. SCALE is designed to generate system-wide change on particular environmental or natural resource issues by engaging key stakeholders to take action toward common goals.

Thirty-two individuals from nineteen nongovernmental, governmental, and community-based organizations took part in the second workshop. The training modules covered were “Introduction to Social Science Research for Decision Making”; “Structured Observation”; and “Collecting Information from Groups: Focus Group Discussions and Public Forums.”

After the workshop, participants rated each module on a scale of 1 to 5, with 5 as “excellent.” Ratings were as follows:

- Module 1: Social Science Research
 - Excellent (5): 29%
 - Very good (4): 46%
 - Good (3): 25%
 - Fair (2): 0%
 - Poor (1): 0%
- Module 2: Structured Observation
 - Excellent (5): 36%
 - Very good (4): 64%
 - Good (3): 0%
 - Fair (2): 0%
 - Poor (1): 0%

- Module 3: Collecting Information from Groups
 - Excellent (5): 33%
 - Very good (4): 67%
 - Good (3): 0%
 - Fair (2): 0%
 - Poor (1): 0%

The final SCALE workshop for the Panama program will be held November 23–25, 2005. It will cover three social change methodologies: social marketing, mass communication, and advocacy.

GreenCOM/CATIE Course

GreenCOM continued to develop a three-week course on SCALE with staff members from CATIE, a leading Latin American institution for agricultural and tropical forestry education. The course is scheduled to be held February 28 through March 18, 2006, at CATIE’s main campus in Turrialba, Costa Rica.

The title of the course is “Increasing Impact at a Landscape Scale: New Approaches for Rural Development.” It is designed to train managers and technical staff to increase the efficiency, scale, and impact of their rural development and natural resource management programs. The content of the course reflects lessons learned from the experiences of GreenCOM and CATIE.

A promotional brochure on the course will be finalized in early October and distributed through several channels including USAID and GreenCOM e-mail lists and the Web sites for GreenCOM, CATIE, and the Communication Initiative, which features a calendar of training events related to international development.

Nature, Wealth, and Power Videos

The script for the Nature, Wealth, and Power video presentation has been approved by USAID program officers. AED's Patrick Papania leads this effort, with plans to do several days of filming to gather footage still needed. As much of this documentary will be based on previously shot footage of case stories in Madagascar, Namibia, and Bangladesh, Papania will shoot on location during two days in Madagascar and seven days in Namibia. Scheduled to travel to Madagascar in February 2006 to launch an activity for AED's Health Improvement Program, Papania will stay on several additional days to collect the needed footage of interviews with policy makers. A trip later in early 2006 will allow AED to gather the needed interviews to construct the principle narration component.

Administration

Sue Lomenzo, director of the GreenCOM project since May 2004, left AED in August to become Senior Vice President for Communications and Marketing at America's Promise—The Alliance for Youth, in Alexandria, Virginia.

Richard P. Bossi, AED Vice President and Director of the Center for Environmental Strategies, will serve as director for GreenCOM until the end of the project in 2006.

FIELD TASK ORDER ACTIVITIES

Agricultural Partnerships for Productivity & Prosperity (AP3)

AP³ Demonstration Sites

AP3 conducted a "whole-system-in-the-room" gathering in Fez, Morocco in September 2005. This event gathered representatives of all key stakeholder groups working in the Medicinal and Aromatic Plant (MAP) sector in Morocco, and included eight industry leaders brought in

from Europe and the USA. The objective of the event was to assist the key Moroccan MAP sector players to agree upon common goals and to begin to improve coordination of their activities. Eight common goals were established at the three-day event, and the participants then elaborated work plans based on those common goals. Based on this exercise, AP3 will focus future efforts on strengthening the MAP sector while specifically raising awareness and encouraging collaborative actions associated with organic certification and fair trade standards. This AP3 intervention will support the efforts of another USAID funded agriculture project entitled "Integrated Agribusiness and Agriculture".

Preparations were also made in the third quarter of 2005 for AED to begin the second AP3 demonstration site in Kenya. The AP3 selection committee selected a proposal from the International Center for Research in Agribusiness and Forestry for AP3 technical assistance to help scale-up its efforts in its fodder tree crop programs. Currently ICRAF has succeeded in working with 40,000 small-scale farmers in the central region of Kenya over the past eight years. These farmers have planted ICRAF promoted crops as a way to improve the quality and quantity of milk produced. ICRAF's goal is to reach an additional 100,000 farmers in 2006, with the overall objective to improve the livelihoods of those working in small-scale dairy activities through better feeding systems.

Communication and Information Survey

In September 2005, the baseline assessment was conducted to evaluate the SCALE process used to add value to the medicinal and aromatic plant (MAP) sector in Morocco.

The baseline assessment included three components: 1) a collaboration rating, which assessed the existing relationships among

identified stakeholder groups (This rating analyzed the relationships among stakeholder groups such as farmers to distributors and relationships among organizations within a particular stakeholder group such as how many farmers work with each other); 2) a stakeholder assessment was a self-administered questionnaire that was completed by each whole-system-in-the-room workshop (WSR) participant immediately before and after the WSR; and 3) semi-structured interviews of selected stakeholders to gather in-depth information on the SCALE process in Morocco. Data analysis of the baseline assessment will be conducted during the next quarter.

Panama

Sustainable Livestock Production

The Ministry of Agriculture and the Agricultural Development Bank have officially approved the new sustainable livestock policy for the Panama Canal Watershed (PCW). This approval signifies the culmination of a collaborative effort by AED staff members, the national cattle ranchers association, the agricultural ministry, and the development bank to formulate a policy to help ranchers transform their livestock production from traditional, resource-intensive practices to more sustainable practices that will ultimately lead to increased forest cover in the watershed and improved livelihoods for cattle ranchers.

Integrated Watershed Management, Pilot Projects, and Other Watershed Grants

The Panama Canal Authority has officially adopted AED's program for community organization within a watershed system as its model for replication throughout the PCW. This model is based on the formation of sub-watershed level committees with representatives from all of the productive industries in each sub-watershed, who meet to assess risks and prioritize interventions, in

consultation with technical staff from the project. During this reporting period, the NGO grantees that are implementing pilot projects in the PCW continued to strengthen their presence in the sub-watershed communities of Los Hules, Tinajones, and Caño Quebrado. Twenty grants have been awarded through AED's pilot program as of September 2005. All grantees remain on track with their required reports, and AED's monitoring and evaluation plan is in place to gauge progress and identify success stories. (See the appendix to this report for a list of grantee accomplishments to date.)

Technical and financial support continues to be provided to some NGOs as needed, and AED is implementing a training program for the grantees on several topics, including: watershed management, global positioning systems (GPS), participatory management, and gender issues.

In October, the Panama Canal Authority and Panama's National Environmental Authority will host a watershed fair for grantees to showcase their accomplishments to government officials, businesses, and other environmental projects.

Protected-Area Concessions

The National Environmental Authority (ANAM) issued regulations for private-sector concessions in protected areas. These regulations will allow private businesses to provide services in protected areas and to assist ANAM in the co-administration of those areas. AED has exerted intensive efforts over the past two years to help ANAM develop this policy, which will engender public-private partnerships for the advancement of Panama's national parks and protected areas.

Ecotourism

During this quarter, project staff finalized a map of the new sustainable tourism business

cluster they previously developed. Participating businesses will focus on providing tourism services along a trans-Panama route called “The Ecological Route Between Two Oceans.” A competitiveness strategy for the business cluster was also finalized; it serves as the first such strategy completed under the Inter-American Development Bank’s Compite Project for Business Development in Panama. The business cluster plan developed by AED is also the first tourism cluster to qualify for Compite funds. AED and the Panamanian Institute of Tourism (IPAT) will launch the map to the public early next quarter.

As a supplementary activity, AED also held a conference with Compite and the Chamber of Commerce on the theory of business clusters and competitiveness. Approximately seventy-five individuals participated.

AED also assisted IPAT in carrying out a public consultation process for the national ecotourism strategy that IPAT has proposed. Six consultation workshops were held with key stakeholders in different areas of the country. AED and IPAT will formalize the strategy, using feedback from the workshops, during the next quarter.

Tanzania

Project Completion

The GreenCOM II task order for Tanzania ended September 30, 2005. Under the leadership of Chief of Party Pancras Ngalason, the project worked with government officials, a variety of nongovernmental organizations, schools, and community leaders to implement a community environmental awards program in twenty municipal districts throughout the country. GreenCOM also helped to promote environmental education and interpretation in schools, wildlife clubs, and national parks.

A summary of 1004-2005 community environmental award scheme participation includes the following:

- Number of people who participated: 412,865
- Number of Projects initiated/promoted: 1,956
- Estimated number of people that attended the prize giving events: 85,490.

Final reports on the environmental awards program and the overall project will be delivered to USAID/Tanzania.

APPENDIX

The list below presents selected accomplishments of the grantees participating in the Panama Canal Integrated Watershed Management Program.

- Farmers and cattlemen have organized into associations recognized by the Ministry of Agriculture (known as MIDA).
- Two organic agriculture and health promoter networks have been established with the support of MIDA and the Ministry of Health (known as MINSA).
- Seventeen rural water-user associations have been strengthened, with the assistance of MINSA, to administer and operate potable water systems in rural areas.
- A community monitoring model for illegal clandestine trash dumps has been established in the Los Hules, Tinajones, and Caño Quebrado subwatersheds with the support of the Alcaldia of Chorrera.
- Through the GreenCOM Project's SCALE workshops, stakeholder organizations are developing skills in building partnerships and alliances, resolving conflict, monitoring and evaluation, and promoting behavior change.
- The farmer associations have trained thirty community-level promoters of organic agriculture who are now working.
- Seventeen cattle ranches are applying sustainable production practices that conform to MIDA's new sustainable livestock policies.
- The sustainable livestock model developed for Los Hules, Tinajones, and Caño Quebrado will be replicated by the Panama Canal Authority in Gatuncillo.
- Sixteen pineapple demonstration farms are applying soil conservation practices.
- Eight pineapple farms are in the process of becoming certified for use of best practices for soil conservation and safe use of pesticides.
- MINSA has trained and certified forty-six community health promoters.
- Sanitary conditions have been improved in forty-two communities in the watershed. A water management model that integrates issues of water supply, wastewater treatment, and primary health care is being applied with the active participation of MINSA, the Ministry of Education, local authorities, and the rural water-user associations.
- Sanitary facilities have been improved in all eight rural schools within pilot watershed in Caño Quebrado, including septic system, flush toilets and back up latrines as needed.
- A National Clean Production Center has been established and is functioning with the participation of the private sector, the Government of Panama, and various civil society actors.
- A manual for best practices in watershed management has been drafted and edited.